

EXECUTIVE SALES LEADER and strategic thinker with CRO experience and “roll up your sleeves” mentality. Excels at revenue expansion by creating a culture that drives SaaS sales, ensures customer success, and builds strong client relationships. Proven ability to hire, develop, motivate, and lead high-performance teams. Work history includes seven years with large, global companies and five years in lean start-up environments; at Wolters Kluwer, Epicenter, and Dorado, reported directly to CEO. Consistently recognized for metrics-driven, energetic, and forward-thinking approach to scaling up enterprise sales organizations.

Success Stories

Restructured, Revitalized Sales Organization

Increased contract and customer retention from 88% to 94% and provided cost savings through the restructure and reshaping of the sales team at Wolters Kluwer. Shifted the perspective from a product/sales lifecycle to a customer lifecycle.

Redefined Culture of Sales Organization

Explored, documented, defined, and drove adoption of corporate values and processes that affected not only the sales team, but also product teams, marketing teams, and business leaders across Wolters Kluwer.

Equipped Salespeople for Success

Mentored salespeople in how to negotiate, work a long sales cycle, generate and qualify leads, know when to walk away, and how to close deals. These coaching efforts led to improved performance of salespeople and increased retention rates.

Transitioned Sales Org to Enterprise Sales Approach Focused Squarely on the Customer

Strategically shifted the sales org from product-focused to customer-focused. Aligned sales comp plans with business objectives, empowering salespeople to understand and embrace annual objectives. As a result, the organization went from transactional selling to enterprise selling.

Tapped for Committee Leadership Roles

Upon Wolters Kluwer's acquisition of two small European-based companies, was hand-picked by executive team to head committees to design and build out two programs: a global account program and a strategic account program.

Invited to Leadership Summit

Invited to participate in Wolters Kluwer Leadership Summit for three years as part of a very select group representing Wolters Kluwer's parent company and \$3.5B in revenue across health, tax, legal, and financial services.

Introduced Challenger Sales Methodology

Championed and introduced Challenger to the organization, resulting in better, more insightful conversations with the customers.

Career Timeline

VERTICE SALES CONSULTING, LLC, Boston, MA

Chief Revenue Officer, Senior Managing Director, 2017

Apply OAO (Observe, Assess, Optimize) approach to help companies—from start-up to enterprise level—define sustainable and predictable revenue architectures based on data analysis, market segmentation, customer priorities, innovative go-to-market strategies, and business alignment.

WOLTERS KLUWER FINANCIAL SERVICES, INC., Waltham, MA

Senior Vice President, Sales & Customer Success, 2009 to 2016

Completely and successfully transformed the sales organization by deconstructing revenue strategy, revenue systems, and revenue programs; rebuilt entire sales org—team, culture, and processes—from the ground up.

Key Accomplishments:

- Grew business organically by 22% per year—from \$30M to \$125M
- Shattered revenue targets by increasing and exceeding annual net new top-line sales budget targets for products and services—from \$10M to \$50M over tenure

EPICENTER, INC., Westborough, MA

Vice President of World-Wide Sales & Marketing, 2008 to 2009

Tasked with leading the sales org across sales, marketing, and customer success; drove revenue growth for global sales and marketing, in part, by designing and launching a first-of-its-kind partner program targeting the SMB and Fortune 500 market. Nearly doubled revenue from \$3M to \$5M+, helping position company for successful acquisition in 2009.

COOK ASSOCIATES EXECUTIVE SEARCH, Boston, MA

Managing Director, 2006 to 2008

DORADO CORPORATION, San Mateo, CA

Senior Vice President, Sales, 2003 to 2006

Mentored and led the sales org of this financial solutions start-up, selling six- and seven-figure SaaS solutions to the financial services marketplace. Increased top-line sales from \$22M to \$51M in just 24 months.

SUN MICROSYSTEMS/IPLANET & SUNONE, Boston, MA

Area Vice President, SunOne/iPlanet, 2001 to 2003

Northeast Sales Director, Sun/Netscape Alliance, 1999 to 2001

Regional Sales Manager, JavaSoft Division, 1997 to 1999

Twice promoted internally; led, planned, and executed eCommerce sales strategy in enterprise software space. Drove revenue to \$52M (\$3M over \$49M target) in FY'01.

Education

MERRIMACK COLLEGE, Andover, MA

B.S. in Business Administration